

LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.

Ad No. 5-2704 - Spinning Dollar - Reg. No. 90742 - B&W No Bleed - 8 1/2 x 11 - Tobacco Trade - 74 (A)

Printed in U.S.A.



Your Profit Dollar... it turns faster when you keep Philip Morris brands in stock

Are you increasing your standing orders for Philip Morris brands as fast as their sales are increasing? Last year, in total, Philip Morris sales gains were 1,790,000,000 more cigarettes than the rest of the industry combined.

You can turn profit dollars faster when your standing orders keep pace with growth like this.

Don't be out of stock on Philip Morris brands. Your customers wouldn't like that, and neither would you.

Cigarette sales are up...and Philip Morris leads the way. The figures below show the increases in 1973 over 1972.

	Dolls. (Billions)	Sales Gain Percent	Percent of Total Growth
Total industry.....	up 22.87	4.1%	100.00%
Philip Morris USA.....	up 12.33	11.1%	53.9%
Rest of industry combined	10.54	2.4%	46.1%

SOURCE: The Marvelli Year-End Report, January 1974.
Courtesy of Marvelli Div. of Wheat, First Securities, Inc.



The Profit Makers come from

PHILIP MORRIS USA

